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A NEW  
WHOLESALE PRODUCE  
FOR SAN FRANCISCO

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MARKET

NOVEMBER 1955

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# A NEW WHOLESALE PRODUCE MARKET FOR SAN FRANCISCO

*a modern food terminal at south basin*

NOVEMBER 1955

*in cooperation with*

SAN FRANCISCO CHAMBER OF COMMERCE  
SAN FRANCISCO DEPARTMENT OF CITY PLANNING  
SAN FRANCISCO REDEVELOPMENT AGENCY  
UNITED STATES DEPARTMENT OF AGRICULTURE

# A MODERN NEW PRODUCE MARKET

A modern new produce market can now become a reality for San Francisco. A 60 acre site at South Basin will be made available through redevelopment. The new market is shown in the left portion of the photograph of the model on the opposite page. The entire model shows the extensive food terminal which can be developed in conjunction with the market.

The new market has these desirable features:

Adequate size

Accessibility

Efficient design

Economical operation

Room for expansion

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A New wholesale produce market for San  
1955.

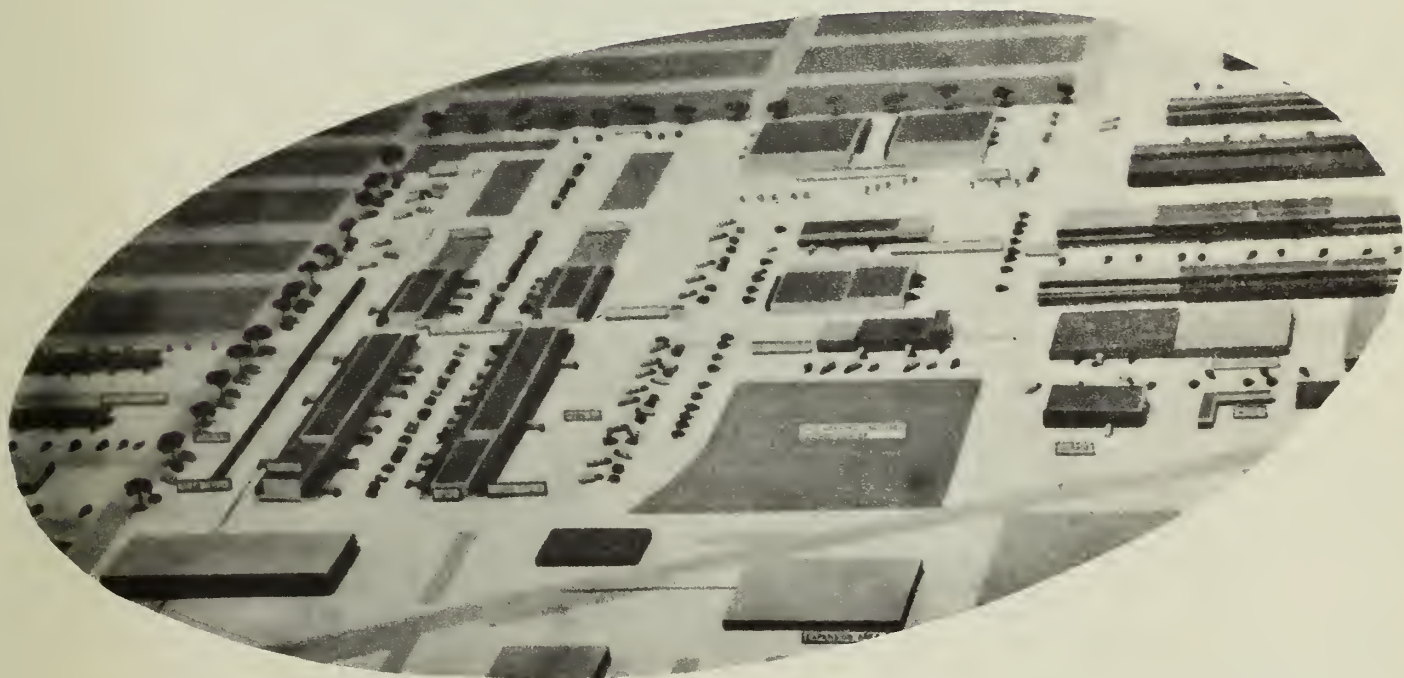
S. F. Chronicle photograph



Present market from the Appraisers Building



## A MODERN FOOD TERMINAL AT SOUTH BASIN

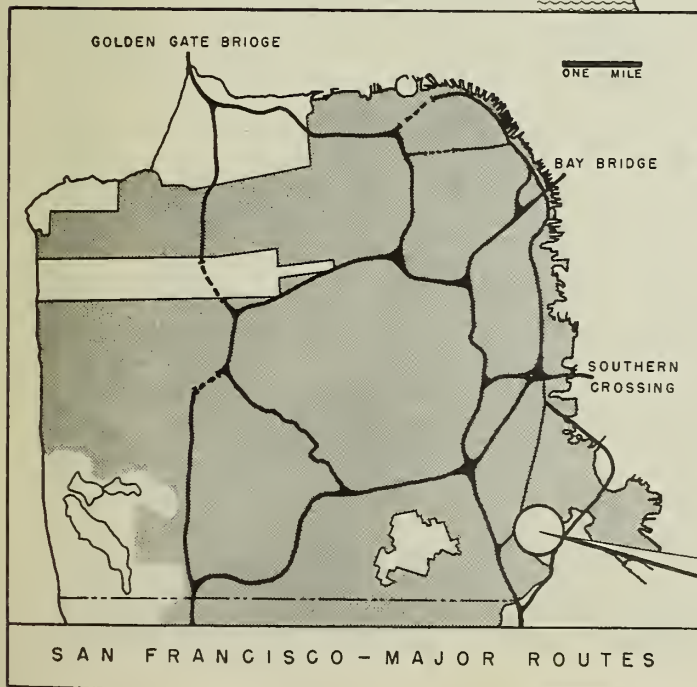


This photograph shows a section of a model of the proposed new wholesale food terminal for San Francisco. The produce market area is at the left. Model prepared by the U. S. Department of Agriculture, Agricultural Marketing Service, Transportation and Facilities Branch.

## THE LOCATION

The new market site is conveniently located in relation to growing Bay Area population and major highways. It will be centrally located in the Bay Area.

The freeway system within San Francisco will make the market readily accessible to all parts of the city. It is two blocks from Third Street, close to Bayshore Freeway and to the proposed Southern Crossing. The proposed Hunters Point Expressway will give additional access.



SITE OF THE  
NEW PRODUCE MARKET



# REDEVELOPMENT MAKES SITE AVAILABLE

The state redevelopment law makes it possible to acquire a site large enough for a new produce market, a difficult problem in a built-up city of limited land area such as San Francisco.

Because the South Basin site has been occupied by temporary war housing, it qualifies for redevelopment under state law. Part of the site is in federal ownership, part in private ownership.

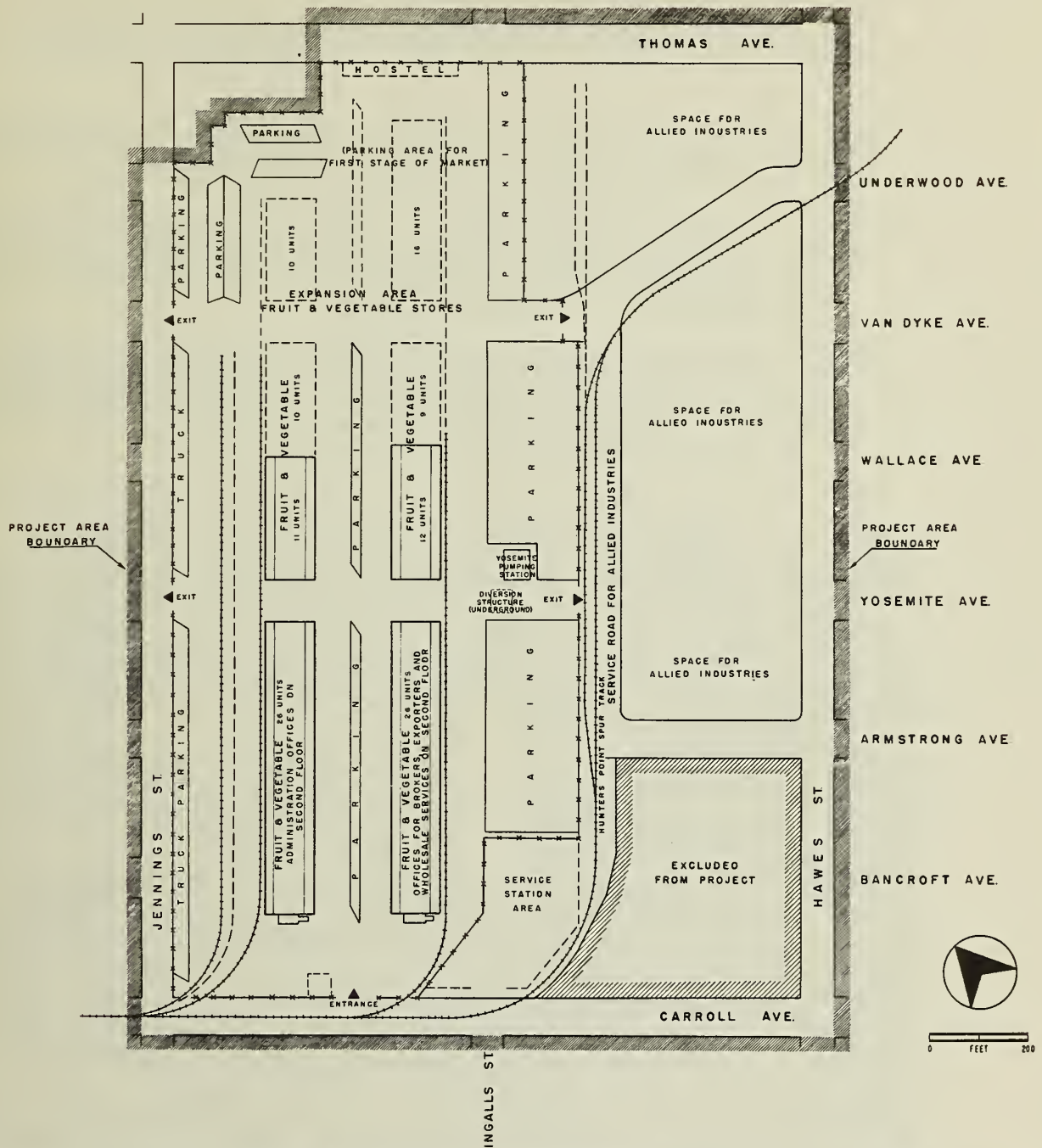
After the land has been purchased by the San Francisco Redevelopment Agency, it will be sold under public bidding to a private corporation to construct the new market facilities and lease them to individual produce dealers.

The steps required under the redevelopment law are proceeding as rapidly as possible in order to make sure that South Basin, the last remaining site within the city available at a reasonable cost, will not be lost for use as a produce market.



South Basin site





# SOUTH BASIN REDEVELOPMENT AREA

## TENTATIVE REDEVELOPMENT PLAN PROJECT AREA NUMBER F-1

THIS MAP IS PART TWO OF  
THE TENTATIVE PLAN; PART  
ONE CONSISTS OF TEXT

RESOLUTION NUMBER 378 , ADOPTED  
BY THE REDEVELOPMENT AGENCY  
ON OCTOBER 4 ,1955, APPROVED  
THE TENTATIVE PLAN FOR SOUTH  
BASIN PROJECT AREA NUMBER F-1

*Joseph L. White* CHAIRMAN  
*W. L. ...* SECRETARY

F

## A NEW MARKET— BACKGROUND

- 1906 . . . Wholesale produce market is reestablished along Washington Street, close to former location, after fire
- 1941 . . . San Francisco Chamber of Commerce forms active Agricultural Committee, largely as result of a 1939 survey which showed widespread dissatisfaction with wholesale produce market
- 1943 . . . United States Department of Agriculture and University of California jointly publish comprehensive study of the San Francisco produce market, analyzing its shortcomings and recommending a new market on a new site
- 1951 . . . Continuing activity by Chamber of Commerce to encourage action on produce market, culminating in recommendation to present by Board of Directors that South Basin and present produce market be designated for redevelopment
- 1953 . . . San Francisco Department of City Planning, at request of Board of Supervisors, makes a report analyzing present market conditions, possible new sites, and new uses for present market area
- 1955 . . . Board of Supervisors designates as redevelopment areas  
February the South Basin site and the present market with its surrounding area
- May . . . Board of Supervisors requests Public Housing Administration to delay disposition of South Basin war housing to allow redevelopment process to get under way
- June . . . Transportation and Facilities Branch, Agricultural Marketing Service of U. S. Department of Agriculture begins study of San Francisco market situation at request of Mayor Elmer E. Robinson
- August . . . Preliminary redevelopment plan for new market at South Basin adopted by City Planning Commission
- October . . . Tentative redevelopment plan adopted by Redevelopment Agency
- October . . . San Francisco Food Terminal Corporation, organized by produce merchants to build the new market, advances \$90,000 to Redevelopment Agency for preparation of final plan, and Board of Supervisors accepts



## A NEW MARKET—NEXT STEPS

Redevelopment Agency

Completion of redevelopment plans, acquisition of site from present owners, disposition of site

Produce dealers

Acquisition of site from Redevelopment Agency, construction and operation of market through private corporation

Chamber of Commerce  
Department of City Planning

Analysis of new uses for present market area, including economic and market studies of downtown area, to determine area potential and planning basis



Present produce market--modern market will eliminate congestion



# AN OPPORTUNITY— REDEVELOPMENT OF PRESENT MARKET AREA

San Francisco is on the threshold of achieving two large civic projects unparalleled in the city's history:

An efficient, properly located, sanitary new produce market at South Basin which will benefit the produce trade, producers, allied food industries, retailers and the public generally.

And, with the removal of the market from the Washington Street area, the spectacular opportunity for rebuilding of the very gateway to the city.

The present market and the whole surrounding area has been designated for redevelopment — 26 blocks. This means that when the market moves, instead of haphazard, piecemeal rebuilding, separate parcels can be assembled for splendid new developments.

Here is a site with tremendous dimensions.

Overlooking the famous San Francisco waterfront, it is close to the financial district, close to the North Beach entertainment-restaurant section, adjacent to the new \$3,000,000 World Trade Center in the Ferry Building, easily reached by public transportation, accessible from the Embarcadero Freeway and the Broadway tunnel. Within the area a state park has been proposed around the Ferry Building.

Here is the opportunity for new horizons, for San Francisco to create a new development befitting one of the great cities of the world.



S. F. Chronicle photograph

Looking north over the present produce market



The Lower Market-Embarcadero redevelopment area, containing the present produce market, is outlined in white. This photograph shows its location with respect to the financial district and the Ferry Building, site of the new World Trade Center



## TIDELANDS RECLAMATION WILL PROVIDE LAND FOR FOOD TERMINAL

Development of a large food terminal, similar to that proposed by the United States Department of Agriculture and shown on their model, is the proposed long term development following relocation of the wholesale produce market.

A food distribution center is a function well suited to San Francisco, the Bay Area's central city. The food distribution industries now scattered around the present market and elsewhere in the city — wholesalers of meat, dry groceries, eggs, poultry and dairy products — would profit from locating in a food terminal with modern facilities, adequate space, and streets designed for trucking operations.

Enough vacant land exists near the South Basin site, or can be created by filling tidelands, to accommodate a food terminal which may require 100 acres or more.

When Bayshore Freeway is extended across the tidelands south of the county line, and with the construction of Hunters Point Expressway, the tidelands area will be accessible by a low level truck route.

There are some 500 acres south of Hunters Point which can be reclaimed. The Hunters Point Reclamation District was created by the 1955 session of the State Legislature. The trustees of the district are surveying the engineering, legal and financial aspects of reclamation.

Moving the produce market to the 60 acre South Basin site is the first, most urgent step to be taken. It is the key to the long term development of a food terminal and to the redevelopment and revitalization of the whole lower Market-Embarcadero section.



# Board OK's Study of Produce Mart Shift as Slum Area

# S. F. Needs a New Produce Market

## Produce Mart Report On Sanitation Ignored

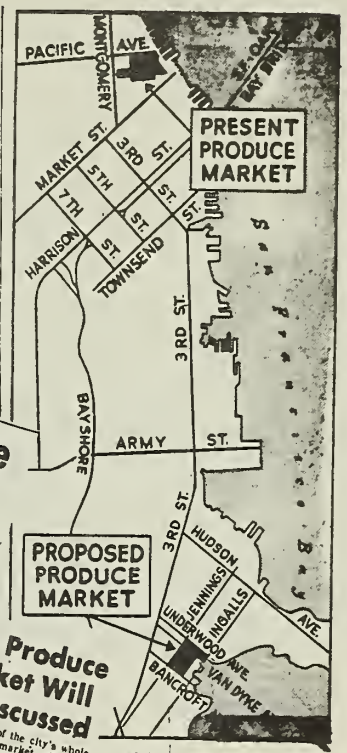
Ever since it was built in 1906 on the corner of the financial district and the waterfront, San Francisco's produce market has been under pressure to move. It is no longer a slum area, as it once was.

## Some Arguments Behind Plan To Move S.F. Produce District

By RICHARD REINHARDT  
This whole business reminds me," said Supervisor Byron Arnold, an apt man with a metaphor, "of Boy Scouts helping a little old lady across the street when the little old lady wants to stay where she is."

**Parsley and Progress**  
Pressure to move the old-fashioned San Francisco produce district has raised a familiar argument about the rights of private enterprise to chart its own destiny without governmental interference. In this, the fourth of five articles, the angry debate is discussed.

key to the nature of the opposition in the 1953 study of the market by the U. S. Department of Agriculture, which reported: Annual rents in the market area averaged about \$1 a square foot for property assessed at \$3 a square foot. To put it another way, the 75 aged produce stores were bringing their owners a third of the total assessed valuation in rent every year.



## The Call

TUESDAY, OCTOBER 4, 1955

## Produce Mart Shift Held Sure

Call of the city's produce marketing area from its present location near the Embarcadero to the South Basin seemed assured today.



## Produce Mart Plan Offered

U. S. Funds for Move May Be Sought  
The Board of Supervisors yesterday agreed to ask the U. S. Department of Agriculture for a loan to help pay the cost of moving the produce market to the South Basin.

## Board Asks Survey Of Produce Market

Redevelopment Considered Under Slum-Clearance Laws  
The Board of Supervisors yesterday asked the city planning commission to make a survey to determine if the city's produce market area might be redeveloped under slum-clearance laws.

## The San Francisco News

San Francisco's Home Newspaper  
EARL D. BAKER, Business Manager  
FRANK R. FORD, Editor  
JOSEPH L. CAUTHORN, President  
Telephone EXbrook 2-8700

## South Basin Top Choice For New Produce Site

A three-man committee of the Chamber of Commerce yesterday recommended the chamber's top choice for the new produce market site.

## Produce Firms Favor Wholesale Mart Move

A petition signed by forty-seven produce firms, favoring a move of the city's produce market to the South Basin, was presented to the Board of Supervisors yesterday.

## S. F. Produce Market Will Be Discussed

The future of the city's produce market will be discussed by the Board of Supervisors at a public hearing tomorrow. The hearing will be held at the Board of Supervisors' chambers, 100 California Street.

## Market Move Advanced

In recommending acquisition of a new produce market site in the South Basin area, the Chamber of Commerce yesterday advanced the whole project definitely.

## San Francisco Examiner

MONDAY, FEBRUARY 21, 1955  
TRUTH, JUSTICE  
PUBLIC SERVICE

## The Blighted Market

TWO ISSUES present themselves to the board of supervisors today in connection with the blighted market: (1) should it be declared an area of blight for purposes of redevelopment, and (2) should the area be acquired by the city.

## Parsley and Progress

Produce Leaders Say Only Move  
Signs Look Favorable for a Decision on Produce Market

## Supervisor Meeting Today

47 Produce Men Sign Petition to Move Market  
Dealers asked the Board of Supervisors to move the produce market to the South Basin.

## U.S. Will Offer S.F. Produce Market Plan

The Federal Government will develop a master plan for a new produce market here which San Francisco can accept or reject.

## Market's Over

On motion of Supervisor Matthew Carberry, the board asked the two agencies to ask the city planning commission to make a survey to determine if the city's produce market area might be redeveloped under slum-clearance laws.

## Signs Look Favorable for a Decision on Produce Market

SIGNS INDICATE that 1955 can be the year for decision on the relocation of the congested, insanitary San Francisco produce market. Developments this week which encourage this hope are:

## Plan Produce Mart Survey

A "thorough analysis" of the present and future operations of the produce market is being undertaken by the city planning commission.

## This Money Talks

WE CALL IT real earnest money when a group of produce merchants put up \$90,000 with the city for the planning of a new produce market at South Basin.

## Better Use Sought for Downtown Land

Architects Tell Produce Market Plan  
Northern California architects learned yesterday that the San Francisco Chamber of Commerce had asked them to find a new site for the city's produce market.

## Master Plan for S.F.

Expert Outlines How To Move Produce Mart  
By Tom Matthews  
There doesn't have to be unanimity of opinion about the move of the produce market from its present location to the South Basin.

## Market Site Clears Hurdle; Planners Approve Outline

Planning for the south basin site as the new location for the produce market cleared another hurdle yesterday when the city planning commission approved and sent to the city redevelopment agency a preliminary plan.

## San Francisco Examiner

MONDAY, OCTOBER 24, 1955  
TRUTH, JUSTICE  
PUBLIC SERVICE  
SECOND

## San Francisco Examiner

MONDAY, OCTOBER 24, 1955  
TRUTH, JUSTICE  
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MONDAY, OCTOBER 24, 1955  
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## COST OF NEW MARKET

The U. S. Department of Agriculture has made estimates of the probable cost of the new produce market, based on informal land appraisals and current construction costs. The actual costs will be determined, for land, when the Redevelopment Agency sells it on a bid basis, and for structures, paving and other physical installations, by construction costs when the market is built.

This estimate is for the immediate development of the produce market and includes land for expansion. It does not include the part of the redevelopment project which is indicated as space for allied industries, nor facilities such as refrigeration which would be installed by individual produce dealers as needed.

### Cost of facilities

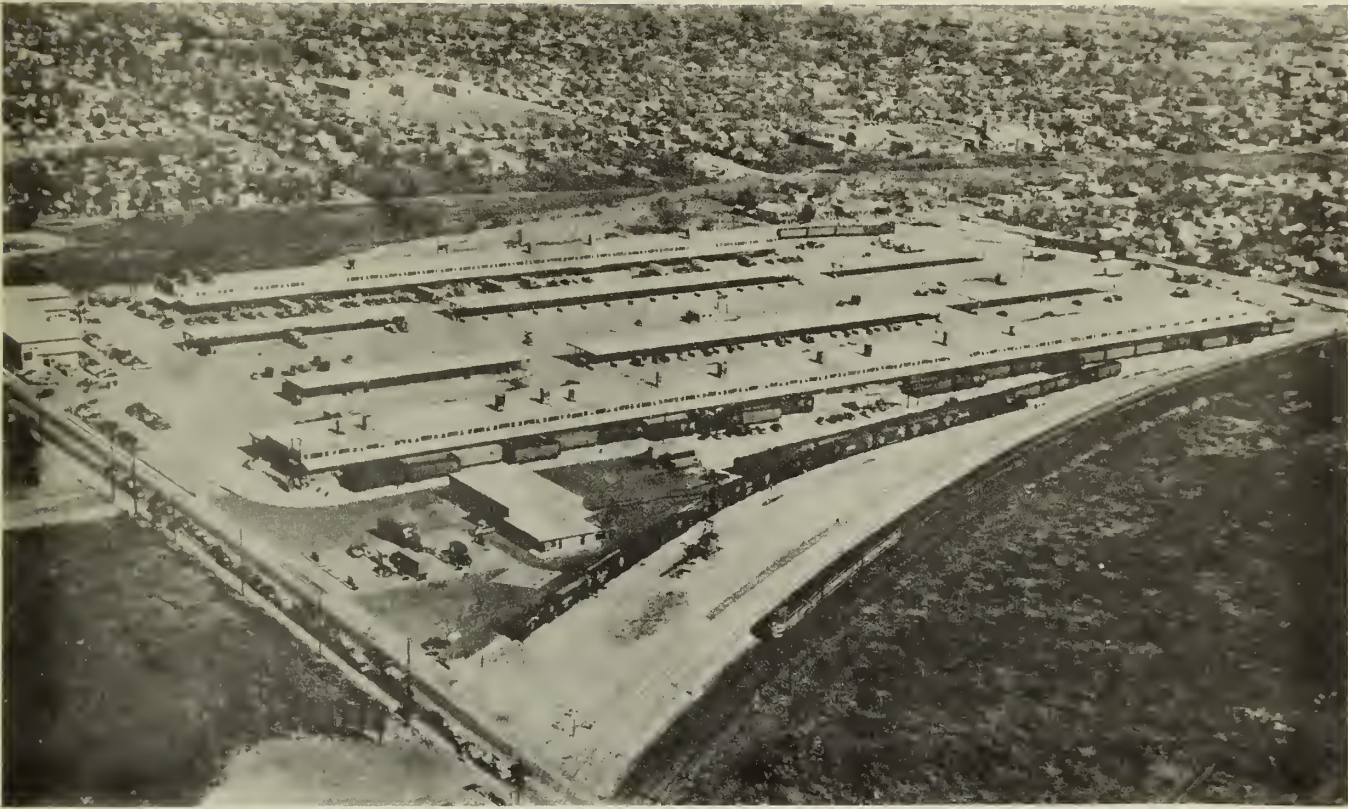
|   |              |
|---|--------------|
| 70 store units at \$15,000  | \$ 1,050,000 |
| Second floor space over part of one building = 67,500 cu. ft. at \$0.90 | 60,750       |
| Rail tracks, sewers, paving, fencing, etc.                              | 200,824      |
| Architects & engineering fees at 6%                                     | 78,694       |
|   | <hr/>        |
| Total cost, facilities  | \$ 1,390,268 |

### Cost of land (preliminary estimate)

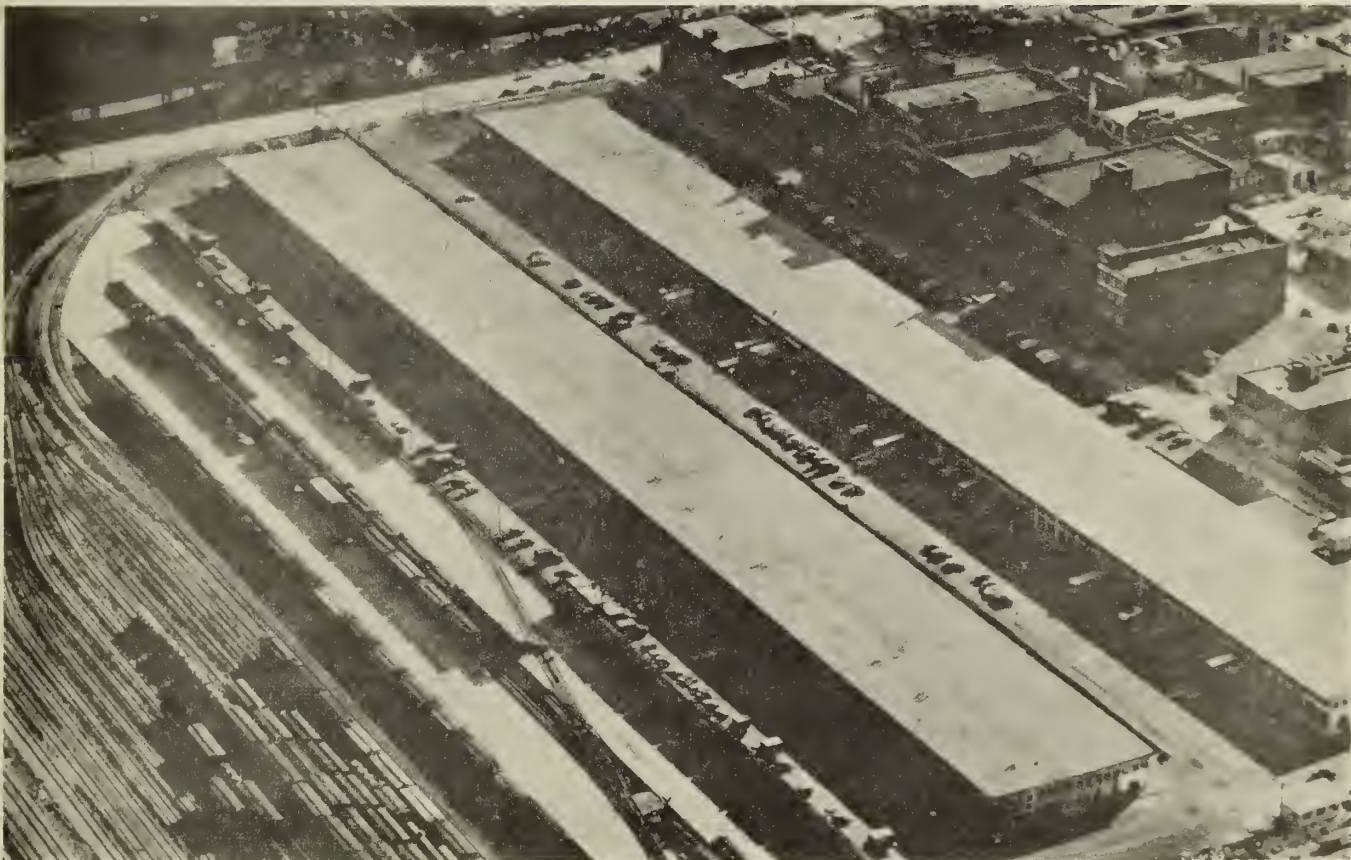
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| 33.42 acres allotted for this part of market at \$54,450 | \$ 1,819,719 |
|  | <hr/> <hr/>  |

|  |              |
|--|--------------|
| <u>Total cost, facilities and land</u> | \$ 3,209,987 |
|--|--------------|





The San Antonio, Texas, produce market, opened in 1951



The St. Louis, Missouri, produce market, opened in 1953



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### Produce Market Project Committeemen

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Randell Larson, Chairman, Subcommittee on Legal & Financial Problems

|                    |                     |                  |
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### Acknowledgments

The San Francisco Chamber of Commerce wishes to commend the press and the many civic and governmental agencies, including the Board of Supervisors, City & County of San Francisco, whose active assistance on this project has been accorded in the public interest. Among these, not otherwise named in this booklet, are: Housing & Home Finance Agency; Public Housing Administration; San Francisco Department of Public Health; City Attorney's office; California Farm Bureau Federation; Northern California Chapter, American Institute of Architects; San Francisco Planning & Housing Association; San Francisco Junior Chamber of Commerce; Retail Fruit Dealers Association of San Francisco, Inc.; San Francisco Retail Grocers Association; Central Coast Counties Association of Retail Food Dealers; East Bay Grocers Association; Wholesale Fruit and Produce Dealers Association of San Francisco; San Francisco Housing Authority.

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# UNITED STATES DEPARTMENT OF AGRICULTURE

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Agricultural Marketing Service  
Transportation and Facilities Branch

William C. Crow, Chief

## Staff for San Francisco Market Study

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|----------------|---|
| Project leader | Harry G. Clowes, Agricultural Economist   |
| Field work     | Paul J. Hanlon, Industrial Engineer       |
|                | A. B. Lowstuter, Agricultural Engineer    |
|                | W. Edward Blackmore, Marketing Specialist |
| Scale model    | Catherine A. Perry                        |
| Manuscript     | Thew D. Johnson                           |
|                | Kenneth L. Utter                          |

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